



2013 – A Very Positive Year for Seattle Center

There is no other place in this world like Seattle Center. Seattle Center performs as:

- Financier
- Landlord
- Custodian
- Developer
- Producer
- Promoter

Offering experiences that delight and inspire people of all ages, backgrounds and interests.

The extraordinary place and its programs and operations create a genuine and transformative experience for visitors from near and far who are entertained and enriched by Seattle's cultural commons and dynamic activity hub.





STRATEGIC STEWARDSHIP

Seattle Center achieved the best year financially since 2006. Building on the momentum of Next 50 in 2012; visitor numbers remained high and sponsorship dollars increased.

	<u>2012</u>	<u>2013</u>
Revenue:	\$34,720,771	\$37,456,979
Expenses:	\$34,836,740	\$36,051,477
Net:	(115,969)	\$1,405,502

Seattle Center revenues increased by **30%** between 2009 and 2013, despite a **13%** reduction in staff.

The success in revenue generation on the grounds resulted in a decrease of General Fund contribution from 37% of total revenues in 2012 to 34% in 2013.



COMMUNITY'S GATHERING PLACE

Millions visited in 2013 for the large summer festivals, walks and runs, outdoor concerts and movies, indoor and open air attractions and performances at Center venues.

Commercial events revenue was up **\$120,000** over budget in 2013.

Campus lease and rent revenues were up by **\$214,000**.

Revenues generated by Seattle Center Productions (public programming arm of Seattle Center) were **\$60,000** over budget.

Seattle Center Productions produced over **400 events** free events in 2013.

Seattle Center welcomed a new long-term tenant, Cornish College of the Arts, to the Cornish Playhouse.

The activities and vibrancy of Seattle Center generated an increase in sponsorship revenue of **\$285,000** in 2013.



INSPIRED SPACES

The community rediscovered Seattle Center during Next 50 in 2012, and Seattle Center rose to the occasion by revitalizing spaces across the grounds.

Updated spaces inspired new events like Seattle's Best Damn Happy Hour, and attracted new audiences to existing programs such as Seattle Center Festál.

A PREMIER PERFORMANCE AND EVENTS VENUE TURNS 10

In its 10th anniversary year, Marion Oliver McCaw Hall continued to operate soundly in the black – for the 10th year in a row!

McCaw Hall hosted 132 events in 2013, and 3rd party rents were up by **\$53,000** over 2012.



KEYARENA SHINES

The region's top large events venue, ranked 61st among arenas in the world, hosted over 94 events in 2013, including 23 touring concerts.

\$1.2 million in KeyArena operating profits exceeded those of 2012 by **89%**.

Per event (concerts) profit increased by **36%** in 2013.

Ticketing revenue was **\$1,000,000** over budget.

Premium seating revenue was **\$550,000** over budget.

KeyArena rents increased by **\$445,000** in 2013.

This profitable City facility supports programs and maintenance at Seattle Center.

With proper care and tending, KeyArena will continue to serve as an important funding source – and large events venue – far into the future.



RIDING / PARKING REVENUE

Seattle Center Monorail ridership topped **2 million** in 2013, for the 2nd year in a row.

Parking revenue remained at the high watermark of 2012, at just under **\$5 million**.

SUCCESS & VALUE

The financial figures presented today serve as a testament to the increased numbers of venue patrons and visitors to the grounds during 2013.

Such success fuels the capacity for Seattle Center to create events, experiences and environments that delight and inspire the human spirit to build stronger communities far into the future.